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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/676,382	09/30/2003	Corinne Bortolin	16222U-016700US	9159
66945	7590	07/14/2008	EXAMINER	
TOWNSEND AND TOWNSEND CREW LLP TWO EMBARCADERO CENTER, 8TH FLOOR SAN FRANCISCO, CA 94111			LASTRA, DANIEL	
ART UNIT	PAPER NUMBER			
	3688			
MAIL DATE	DELIVERY MODE			
07/14/2008	PAPER			

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Interview Summary	Application No.	Applicant(s)	
	10/676,382	BORTOLIN ET AL.	
	Examiner	Art Unit	
	DANIEL LASTRA	3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) DANIEL LASTRA. (3) _____.

(2) MARTINEZ-LEMKE, SHEILA. (4) _____.

Date of Interview: 10 July 2008.

Type: a) Telephonic b) Video Conference
c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
If Yes, brief description: _____.

Claim(s) discussed: 1.

Identification of prior art discussed: Vulkan (US 2003/0212626).

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant argues that Vulkan does not teach the combination of two rewards. The Examiner answers that Vulkan teaches combining a "shirt" promotion with a "shoe promotion" in order to give a customer a better reward based upon the combination of the promotion (see paragraph 38). The Examiner would wait for Applicant's amendment in order to determine how to proceed.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

/DANIEL LASTRA/
Art Unit 3688
July 10, 2008

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

Examiner's signature, if required